



Proclamation *Presented*

In Recognition of Small Business Saturday®

WHEREAS, Small Business Saturday®, founded in 2010 by American Express and recognizes the importance of small businesses and their vital contributions to the economy, job creation and local communities; and

WHEREAS, Small Business Saturday® encourages people to shop at local, independently-owned businesses during the busiest shopping weekend of the year, between "Black Friday" and "Cyber Monday"; and

WHEREAS, Small Business Saturday® provides resources that small business owners can use to promote their businesses and an opportunity for consumers to support local establishments; Small Business Saturday® is a national movement that has been embraced by consumers and small business owners; and

WHEREAS, Small Business Saturday® is committed to supporting small businesses, driving consumers to "shop small and local," and increasing visibility for small businesses through media attention; and

WHEREAS, Small Business Saturday® raises awareness about the valuable contributions of small businesses to our local communities; small businesses comprise approximately 98% of all businesses in Hawai'i, accounting for more than 475,000 jobs; and

WHEREAS, Small Business Saturday® will be recognized nationwide on November 24, 2012; consumers are encouraged to patronize their favorite local stores and restaurants because when millions of Americans Shop Small®, small businesses thrive;

NOW, THEREFORE, I, NEIL ABERCROMBIE, Governor, and I, SHAN S. TSUTSUI, Lieutenant Governor for the State of Hawai'i, do hereby proclaim November 30, 2013 as

"SMALL BUSINESS SATURDAY®"

in Hawai'i, and ask the people of the Aloha State to join us in local small businesses and recognize the vital role they play in rebuilding and strengthening our economy. As we say in Hawai'i, "try buy local!"

DONE at the State Capitol, in Executive Chambers, Honolulu, State of Hawai'i, this twenty-second day of November, 2013.

NEIL ABERCROMBIE
Governor, State of Hawai'i

SHAN S. TSUTSUI
Lt. Governor, State of Hawai'i